REMARKS

This paper is filed as a supplement to (and **not** as a replacement for) Applicants' "Amendment" filed October 12, 2009. Both this paper and Applicants' "Amendment" are responsive to the Office Action of July 10, 2009.

The status of the claims herein presumes prior entry of the "Amendment" filed October 12, 2009.

In the present paper, no new matter has been added. In view of the remarks contained herein, reconsideration and allowance of the instant application are respectfully requested.

Examiner Interview

The undersigned would like to express appreciation to Examiner Sheleheda for the courtesies extended during a telephone interview held on October 23, 2009. Pursuant to MPEP § 713.04, the below includes Applicants' substance of interview.

The Examiner agreed to Applicants' request with respect to the filing of this supplemental paper for purposes of furthering the prosecution and capturing/summarizing the interview. *See* MPEP § 714.03 (providing that supplemental replies may be entered to adopt examiner suggestions and that the examiner has discretion to enter a supplemental paper in addition to the grounds identified in 37 CFR 1.111)).

During the interview, features recited in claims 1 and 25 were discussed in view of the remarks included at pages 9-11 of Applicants' "Amendment" filed October 12, 2009. The Examiner agreed that further clarification of the features added in the "Amendment" filed October 12, 2009, based on Applicants' specification, would distinguish over the references of record. Such clarifying amendments are discussed further below.

Claim 1 (And The Other Independent Claims)

Amended claim 1 recites, among other features, "generating an electronic program guide for controlling display of content on a television screen based on a

reprogrammable menu format stored in the memory, wherein a reprogramming of the reprogrammable menu format occurs subsequent to receiving an interruption sequence on a program control information channel, the interruption sequence advising that reprogramming information follows." Illustrative, non-limiting written description support for the amended features of claim 1 may be found in the filed specification when read as a whole, and for example, at page 39, lines 7-18.

As agreed to during the interview, U.S. pat. no. 5,223,924 to Strubbe ("Strubbe '924") fails to teach or suggest a reprogramming of a reprogrammable menu format occurring subsequent to receiving an interruption sequence on a program control information channel, the interruption sequence advising that reprogramming information follows. Instead, Strubbe '924 at col. 2, line 65 – col. 4, line 2 merely describes programming information data (PID) that consists of a TV program information data which can contain information about forthcoming television programs, the PID data being separated out from audio/visual (A/V) data packets by a packet selector 7. As discussed and agreed to during the interview, even assuming (without admitting) that the receipt of the PID data can appropriately be analogized to a reprogrammable menu format and receipt of an interruption sequence, the PID data (e.g., the alleged interruption sequence) does not advise that reprogramming information follows as recited in amended claim 1. Accordingly, claim 1 is distinguishable over Strubbe '924 for at least these reasons.

Furthermore, claim 1 recites generating an electronic program guide for controlling display of content on a television screen based on a reprogrammable menu *format* stored in the memory. As discussed during the interview, even assuming (without admitting) that the PID data (e.g., content) described in Strubbe '924 can appropriately be analogized to a reprogrammable menu, the PID data is not a reprogrammable menu *format* as recited in claim 1. Thus, claim 1 is allowable over Strubbe '924 for at least these additional reasons.

As discussed during the interview, U.S. pat. no. 5,047,867 to Strubbe et al. ("Strubbe '867") and U.S. pat. no. 5,410,326 to Goldstein ("Goldstein") fail to remedy the deficiencies of Strubbe' 924 discussed above with respect to claim 1. As such, claim 1 is allowable for at least the foregoing reasons.

Amended independent claims 7, 16, 21, and 23 recite features similar to those discussed above with respect to claim 1. Accordingly, claims 7, 16, 21, and 23 are allowable for at least reasons similar to those discussed above with respect to claim 1.

Claim 25

Claim 25, which depends from claim 1, is allowable for at least the same reasons as claim 1. Moreover, claim 25 recites "wherein an allocation of a bandwidth associated with the received television signal is dynamically changed based on a category of programming associated with the received television signal, and wherein a menu capacity associated with the electronic program guide is dynamically modified by adding or deleting at least one submenu in response to the change in bandwidth." Illustrative, non-limiting written description support for the amended features is provided in the originally filed specification when read as a whole, and, for example, at page 21, lines 3-27.

As discussed and agreed to during the interview, the amended features of claim 25 are allowable over the references of record. Specifically, none of the references describe a menu capacity associated with an electronic program guide is dynamically modified by adding or deleting at least one submenu in response to a change in bandwidth as recited in claim 25. As such, claim 25 is further allowable for at least these reasons.

CONCLUSION

All rejections having been addressed, Applicants respectfully submit that the instant application is in condition for allowance, and respectfully solicit prompt notification of the same.

Respectfully submitted,

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